

RJ REYNOLDS

TOBACCO COMPANY

Copy

May 15, 1997

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

RJR Account #447000

Mr. G. Burns
MUTUAL WHOLESALE

JULY DORAL B2GF FLASHLIGHT / PROMOTION #700727

Dear Gene:

Regular *DORAL* product has been ordered (see quantities listed below), as well as **29** SKUs of Doral Flashlights (Item #527813) to pack and ship the above promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC #</u>	<u>DORAL STYLE</u>	<u>#/ (6M)</u>	<u>Cases</u>
12300-84006	FF Box	1	
12300-22081	FF Box 100	1	
12300-84106	LT Box	1	
12300-22084	LT Box 100	1	

PO #062397

Product / Premium Arrival:

June 23, 1997

Ship Date to Retail:

Week of: June 30, 1997

Lighters: (Item #527813)

<u>SKU CUBE:</u>	2.5280
<u>SKU WT (w/o Product):</u>	10.6200 lbs
<u>Retail Sales Offer per Sku:</u>	20 units
<u>Billing per Sku:</u>	4 Savings Cartons
<u>EFT \$ Amount:</u>	\$1,109.26
<u>Non-EFT \$ Amount:</u>	\$N/A

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B2GPF
MUTUAL WHOLESALE

Promotion Description: Utilize self-contained shipper. Shipper contains 20 B2GF Doral Flashlights / Sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. Consumer purchases two (2) packs of Doral and receives a free Doral Flashlight.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.
SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'**

Attached is a list of accounts authorized to receive packed displays. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$56.00 (2 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: J. McLean
Enc. Wholesaler Packing Instructions
Retail Customer List

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-DORFL.DOC

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SN55B2

WORKPLAN VAP TEMPLATE LISTING

 PAGE: 1
 DATE: 97-05-12
 TEMPLATE : 700727 70700 DOR FLASHLIGHT
 TIME: 08:15 AM
 TEMPLATE SEQ : 0010
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162206	162233	716109	J & K CORNER CIGAR	25 N BROAD ST	NORWICH	NY	13815	2				(607)334-9212
162210	162233	517247	ARKVILLE COUNTRY ST	ROUTE 28	ARKVILLE	NY	12406	1				(914)586-2442
162210		658711	SAYDE'S COUNTRY STO	MAIN & LAKE STREE	FLEISCHMANN'S	NY	12430	1				(914)254-4010
162204	162226	519629	TRAVELPORT EXPRESS	735 UPPER COURT S	BINGHAMTON	NY	13904	1	3665-0000			(607)775-3500
162204	162226	700336	E-Z MART	285 HARRY L DR	JOHNSON CITY	NY	13790	2				(607)770-1099
162204	162226	251044	HESS #32436	1153 VESTAL AVE	BINGHAMTON	NY	13903	1	0353-0100			(607)772-8585
162204	162226	762390	NICKS NEWS	144 COURT ST	BINGHAMTON	NY	13901	1				(607)773-8506
162204	162226	763635	J&J STOP N SHOP	221 CONKLIN AVE	BINGHAMTON	NY	13903	1 NYS	2890-0000			(607)723-7035
162205	162231	632693	S & D PETROLEUM	ROUTE 26	CINCINNATUS	NY	13040	1 NYS				
162204	162226	298484	FRONT STREET MOBIL	710 OLD FRONT ST	BINGHAMTON	NY	13905	1 NYS				(607)773-8420
162204	162223	316818	E-Z MART	RR 2 BOX 136	CONKLIN	NY	13748	1 NYS				(607)775-4616
162204	162226	390900	DEBIS MONROE ST MKT	1801 MONROE ST	ENDICOTT	NY	13760	1 NYS		902544		(607)785-9823
162204	162226	762156	J&J STOP N SHOP	198 ROBINSON ST	BINGHAMTON	NY	13904	1 NYS	2890-0000			(607)722-1714
162605	162231	089394	COMMUNITY SHOP IGA	106 NORTH AVE	OWEGO	NY	13827	1 NYS				(607)687-4287
162605		269533	JOHNS FINE FOODS	88 NORTH AVE	OWEGO	NY	13827	1 NYS				(607)687-2470
162605	162231	269537	LAWLERS GROCERY	1423 STATE ROUTE	OWEGO	NY	13827	3 NYS				(607)687-9843
162204	162226	171221	ROGER'S MARKET	109 NORTH ST	ENDICOTT	NY	13760	1 NYS				(607)785-0981
162204	162226	075495	NANNERY'S GROCERY	184 CLINTON ST	BINGHAMTON	NY	13905	1 NYS				(607)724-4904
162204	162226	087206	J&J STOP N SHOP	415 W MAIN ST	ENDICOTT	NY	13760	1 NYS	2890-0000			(607)785-2971
162204	162226	087206	BOB'S MOBIL/F	509 HOOPER RD	ENDWELL	NY	13760	4 NYS				(607)754-9755
162204	162226	207059	BARDENS MOBIL MART	2105 E MAIN ST	ENDWELL	NY	13760	1 NYS				(607)754-1123
162204	162226	251033	HESS #32432F	3808 VESTAL PKY E	VESTAL	NY	13850	1 NYS	0353-0100			(607)798-0685

PAGE BREAK TOTAL ACCOUNTS 22 TOTAL QUANTITY 29

TEMPLATE TOTAL ACCOUNTS 22 TOTAL QUANTITY 29

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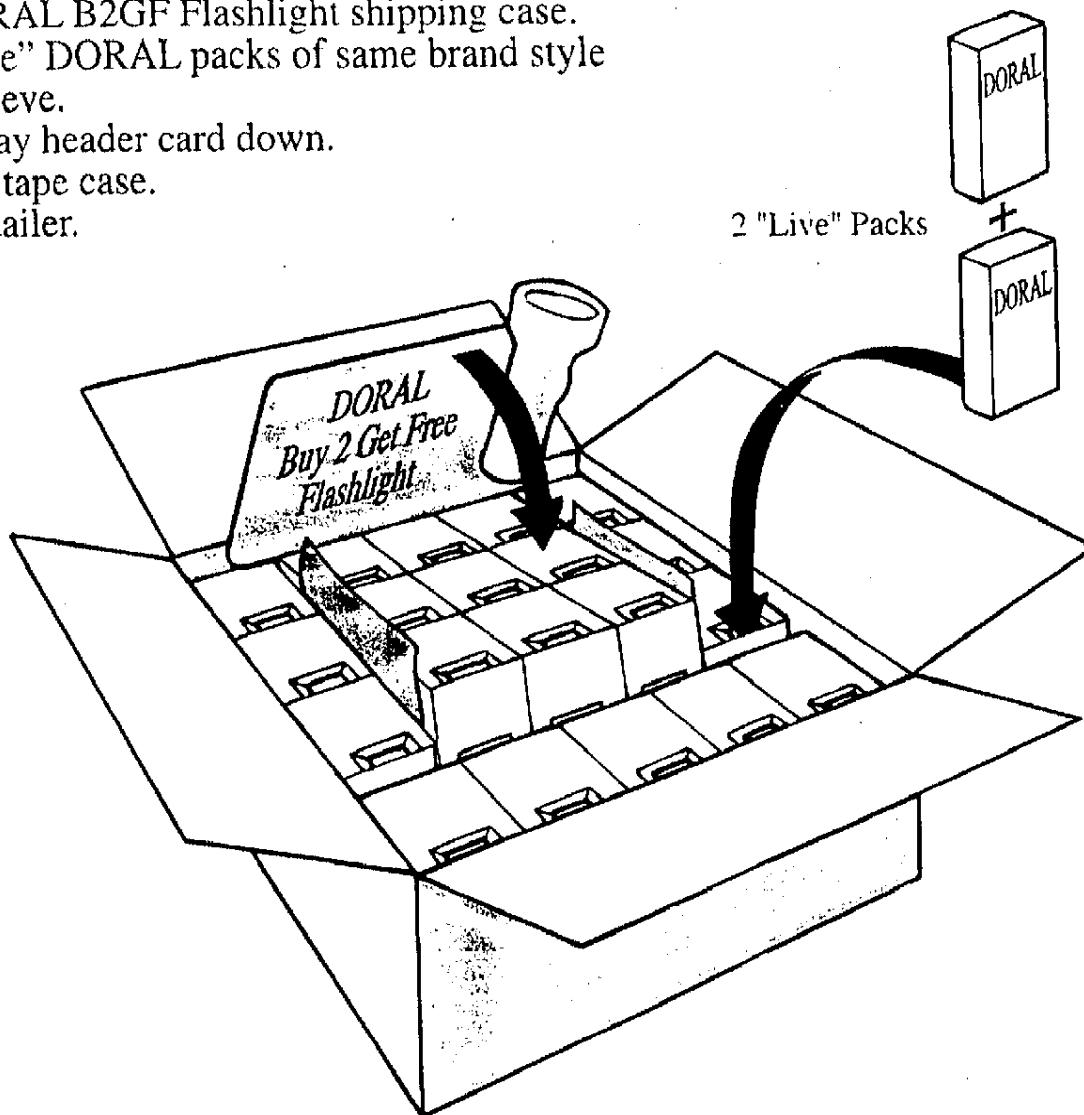
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 3RD QTR.'97

July DORAL B2GF Flashlight

STEPS

1. Open DORAL B2GF Flashlight shipping case.
2. Add 2 "live" DORAL packs of same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 527813

Description: DORAL B2GF Flashlight Display/POS Kit

Brand Style	FF Box	ff Box 100	LT Box	LT Box 100		
Number of Cartons	/	/	/	/		

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

07/10/97

ACCOUNT NUMBER: 447000 MUTUAL WHOLSALE SERV
VOUCHER NUMBER: 15360197 PO BOX 419
DATE WRITTEN: 07/10/97 BINGHAMTON , NY 13902
STATUS: PAID
AMOUNT PAID: 56.00 SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	2.00	56.00

EXPLANATION: JULY: DORAL B2GF FLASHLIGHT/#700727/J. MCLEAN

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